



THIS WEEK IN TEXAS HISTORY

March 2012 – Week 1

Air Date: February 26 – March 3 (Sunday – Saturday)

TITLE: THE LONGEST RACE

MARCH 1939 AND TEXANS RACE WEST.

THIS WEEK IN TEXAS HISTORY, BROUGHT TO YOU BY THIS STATION AND THE SAVE TEXAS HISTORY PROGRAM OF THE GENERAL LAND OFFICE.

MARCH 1, 1939. NOCONA, IN NORTH TEXAS. TO HELP CELEBRATE THE 1939 WORLD'S FAIR IN SAN FRANCISCO, THE NOCONA BOOT COMPANY PLANS A HORSE RACE – OR PONY EXPRESS – TO THE BAY CITY.

DUBBED “THE LONGEST HORSE RACE IN THE WORLD,” THE RACE WILL COVER 17 HUNDRED MILES AND LAST A MONTH. RIDERS WILL CARRY SPECIAL EXPRESS MAIL AND SWAP BETWEEN HORSES ALONG THE ROUTE. AT THE END OF THE TRAIL WAITS 750 SHINY SILVER DOLLARS.

TODAY, FIFTEEN RIDERS HEAD WEST LED BY 16-YEAR OLD “MISS NOCONA” VENNIE GREENWOOD. THE GUN IS RAISED... AND THEY'RE OFF! THREE WEEKS LATER, SHANNON DAVIDSON CROSSES THE FINISH LINE AND COLLECTS HIS PRIZE. ONLY EIGHT FINISH THE RACE.

THE NOCONA PONY EXPRESS GALLOPED WEST 73 YEARS AGO, THIS WEEK IN TEXAS HISTORY.

LEARN MORE AT SAVETEXASHISTORY.ORG OR CALL 800-998-4GLO.

Contemporary Newspaper Sources

David Minor, "NOCONA, TX," *Handbook of Texas Online* (<http://www.tshaonline.org/handbook/online/articles/hgn03>), accessed February 16, 2012. Published by the Texas State Historical Association.

Richard L. Himmel, "NOCONA BOOT COMPANY," *Handbook of Texas Online* (<http://www.tshaonline.org/handbook/online/articles/dln01>), accessed February 16, 2012. Published by the Texas State Historical Association.

John Gunning, "Motley County to celebrate historic Pony Express ride," *Lubbock Avalanche-Journal* (<http://lubbockonline.com/stories/061498/0614980021.shtml>), accessed February 16, 2012.

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